

Fact Sheet: CBNMS - Education

Problem Statement:

Cordell Bank NMS needs to develop a long term education strategy to raise the public's awareness about the Sanctuary's ecosystem; develop awareness about the resource management issues affecting the Sanctuary and regional environment; and encourage public involvement in the Sanctuary.

Issue Description:

Education programs are designed to enhance public awareness and understanding of the Sanctuary and the resources, and build stewards to take on the responsibility of protecting these special places. The development of effective and coordinated education programs is a priority for all three sanctuaries. GFNMS and CBNMS will work to develop both individual and long-term coordinated education strategies to raise the public's awareness about the local and regional marine environment and how to become involved in the sanctuaries.

CBNMS will use education as a resource management tool to address specific priority resource management issues identified in the management plan review process. Education is essential to achieving many of the Sanctuary's management objectives, and is used to both complement and promote other Sanctuary programs such as research, monitoring and enforcement by carrying information about these programs into the classroom.

Working Group Contact:

Jennifer Stock, phone: 415-663-0314, email jennifer.stock@noaa.gov

Current Education/Outreach Programs:

- Teacher trainings
- Classroom visits
- Student summits
- Evening lecture Series
- Outreach events
- Field trips

Current Outreach Materials:

- Brochures
- Website
- Underwater video

Current Visitor Centers (displays):

- Gulf of Farallones National Marine Sanctuary Visitor Center
- Aquarium of the Bay
- Bodega Marine Lab

Current Partnerships:

- Bodega Marine Lab
- National Park Service
- Point Reyes National Seashore
- California Academy of Science
- College of Marin
- San Francisco State University
- Stanford University
- Farallones Marine Sanctuary Association
- The Ocean Conservancy

Other Related Issues That Came Up During Scoping (CBNMS and GFNMS):

- Continue and expand volunteer programs such as BEACH Watch and SEALS
- Establish an outreach program with the agriculture industry in Sonoma county
- Inform users and landowners about the Sanctuary and its regulations
- Sanctuary should work with the Steinhart Aquarium on outreach activities
- Would like to see more outreach to communities and schools as a part of the extension and development of the Beach Watch program. This would increase awareness and perhaps draw in more volunteers and donations
- Consider lowering the minimum age for Beach Watch volunteers to draw in more participants
- GFNMS should expand the publication of the Adopt-A-Beach program so that all schools and major businesses in the SF Bay Area get notifications about the program and its benefits
- GFNMS should work with chamber of commerce to offer educational seminars to adults
- Expand sanctuary lecture series and make it more accessible to the public
- More multicultural education programs
- More articles in local papers
- More education (kiosks) on tide pool issues and the impacts that occur from extraction of organisms.
- More education on the consequences of human action and what people can do to help
- More education on the environmental impacts related to population growth
- Improve educational material on website regarding regulated and prohibited activities
- Sanctuary should do a study on the effectiveness of education vs. regulation in changing behaviors
- More K-12 educational materials for classroom curricula, including audio/visual, public access cable, and internet
- More education of politicians and elected officials
- Sanctuary should educate people who live inland, about how their actions can affect the ocean
- Utilize models and hands-on exhibits for education throughout Sanctuary area
- Sanctuaries should use more on-site educational tools like visitor centers and signage
- Need public education regarding gas use and drilling connection
- Sanctuaries should encourage more marine biology education at the high school level. This education should include more technical programs such as shoreline monitoring
- Sanctuaries should support academic/science competitions e.g. "National Ocean Science Bowl"
- Sanctuaries should hold more public forums on research within the sanctuaries
- Sanctuaries should conduct more watershed education
- Continue use of political figures for message delivery
- Need signs on Coast Highway
- Sanctuary should emphasize positive aspects of fishing (food, jobs, recreation)
- Develop and implement a regional education plan
- Articulate and educate the public about the meaning of the concept "Sanctuary"
- Sanctuary should put out a newsletter that could be included in local newspapers
- GFNMS educational efforts should focus on: endangered marine mammals, fishing, pollution, and a new visitor center
- Educate the California Legislature and Federal Government about accomplishments and issues of concern to sanctuary
- Post regulations at marinas
- Offshore sanctuaries should use technology to bring the sanctuary to the public
- Adopt program like FKNMS's school education program (ensures every school child in FK visits the FKNMS)
- Sanctuary should conduct an education program to address marine debris and discharge
- Sanctuaries should coordinate with other agencies to create one joint interpretive center, rather than 1 center for each agency

Priority Issues that May Have an Education/Outreach Component:

- Partnerships with Community Groups
- Research
- Fishing Activities